

ABSTRACT

This study aims to examine the effectiveness of the Family Hope Program (PKH) in the field of education in West Siantar District, Pematangsiantar City, and to analyze the influencing factors. PKH is a conditional cash transfer program from the Indonesian government, targeted at extremely poor families to improve human resources through access to education and healthcare. This research focuses on five effectiveness indicators proposed by Kettner, Moroney, and Martin: Effort, Cost-Efficiency, Result, Cost-Effectiveness, and Impact. This study employs a descriptive qualitative approach, with data collected through in-depth interviews, observation, and documentation. The informants include local government officials, PKH facilitators, program beneficiaries, and school personnel. The findings show that the Family Hope Program in the field of education in Siantar Barat has generally been effective. It has contributed to reducing school dropout rates, increasing student attendance, and alleviating the financial burden of beneficiary families. However, challenges remain, such as misuse of aid funds, lack of parental awareness about the importance of education, and limited monitoring of fund distribution and utilization. Therefore, better coordination among stakeholders and continuous education for beneficiaries are necessary to optimize the achievement of PKH goals.

Keywords: *Effectiveness, Family Hope Program, Education, PKH, Poor Families, West Siantar*

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